



Position Description

Job Title: Marketing and Event Coordinator
FLSA Status: Nonexempt (Hourly)
Location: Orlando, FL, Miami, FL, or Tallahassee, FL

Basic Purpose:

The **Marketing Coordinator** is responsible for providing administrative and operational support across key functional areas, including event marketing coordination, email and database management, digital communications, grants program administration, leadership and stakeholder engagement. This position plays a critical role in ensuring smooth stakeholder interactions, maintaining accurate records, and supporting program initiatives that align with the organization's objectives.

Summary of Position Responsibilities:

1. Event Support & Logistics

- Assist in the planning and execution of trade events, including conferences, trade shows/missions, and networking sessions.
- Coordinate organization-wide event registrations and logistics.
- Support the development of event materials, including promotional items, name badges, and information packets.
- Provide on-site and virtual support during events, ensuring a seamless experience for participants.
- Administer the organization-wide event and external affairs calendar.

2. Salesforce (CRM) and Cvent

- Serve as a primary user and internal Salesforce and Cvent expert, coordinating with IT and Salesforce Administration on organizational needs.
- Utilizes software for events, campaigns, reporting, records, communication, and other organizational needs.
- Ensures databases are kept up to date with relevant and accurate information.
- Administers event registration and event logistics through Cvent.

3. Digital Communication

- Assist in developing and distributing digital communications, including newsletters, announcements, and stakeholder outreach materials.
- Monitor and respond to stakeholder inquiries in a timely and professional manner.

- Maintain mailing lists and ensure effective segmentation for targeted communications.
- Support the development of content for online platforms in collaboration with the Communications and External Affairs team, ensuring consistency with branding and messaging guidelines.

4. Marketing Collateral

- Develop and proofread marketing materials for SelectFlorida events and initiatives.
- Administer the collateral and marketing review process, including, but not limited to, tracking approval steps, ensuring an efficient review process, and following up with approvers.
- Collaborate with Communications and External Affairs on digital design needs.
- Develop and update PowerPoint presentations and assist with talking points as requested.
- Ensure brand consistency in collaboration with Communications and External Affairs.
- Coordinate the development and acquisition of giveaways and other external collateral.

5. Grants Program Administration

- Administers the grants program by processing applications, reviewing submissions, and ensuring compliance with established guidelines.
- Track and monitor grant disbursements, ensuring timely processing and adherence to budget constraints.
- Communicate with grant applicants and recipients to provide guidance on application and reimbursement procedures.
- Assist in preparing grant-related reports for internal and external stakeholders.

6. Perform other duties as assigned

Minimum Qualifications:

- Bachelor's degree in business administration, communications, public relations, or a related field, or equivalent experience.
- 2+ years of experience in marketing, communications, events and external affairs, grants administration, and/or other relevant experience.
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint, Outlook).
- Experience with database management and CRM tools
- Strong organizational and project-management skills, with the ability to prioritize multiple tasks.
- Excellent written and verbal communication skills.
- Proofreading skills.
- Ability to work both independently and collaboratively within a team.

Preferred Qualifications:

- Experience coordinating marketing initiatives and communication programs.
- Experience with Salesforce and Cvent
- Familiarity with event management platforms and digital communication tools.
- Knowledge of FormAssembly or similar form-building applications.

To Apply:

To express interest in, or nominate an individual for, the SelectFlorida Marketing Coordinator position, please email a resume to pauline.jacobs@selectflorida.org.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee filling this position. Duties, responsibilities and activities may change at any time with or without notice.

SelectFlorida is an equal opportunity employer.